

THE PITTSBURGH FOUNDATION **community**
FORUM WINTER 2011

DAY OF GIVING

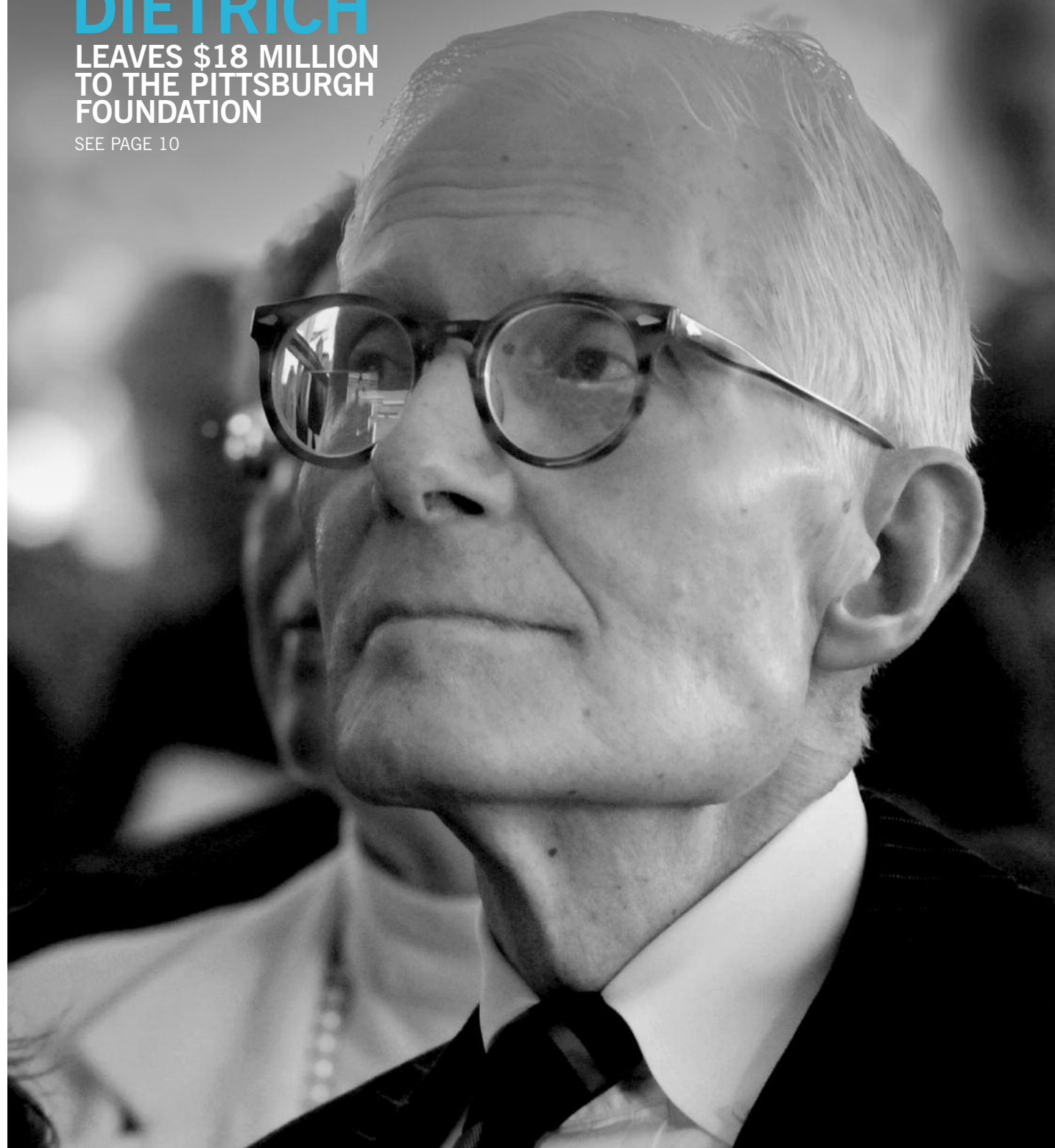
MORE THAN \$6.4 MILLION
RAISED FOR LOCAL NONPROFITS

SEE PAGE 3

**WILLIAM
DIETRICH**

LEAVES \$18 MILLION
TO THE PITTSBURGH
FOUNDATION

SEE PAGE 10



WELCOME

Disturbing recently released data shows that almost 15 percent of our United States population now depends on food stamps for sustenance. That equates to 45.8 million of our nation's adults, youth and children.

A *Wall Street Journal* website report on the latest statistics from the Department of Agriculture explained how this represented an increase of 8.1 percent compared with the previous year, but that the rate of growth had slowed since the depths of the recession.

In another report, the latest U.S. census data reveals that America's poorest poor have climbed to a record high of one in 15 people, with more falling into poverty in suburban and once-booming Sun Belt metropolitan areas which are experiencing some of the biggest increases in the numbers of distressed families and individuals.

In fact, the number of poor living in high-poverty suburban neighborhoods has grown by 41 percent since 2000, double that of inner city communities.

Let us think about these statistics for a moment, leaving aside the partisanship that so often accompanies conversations relating to human need, however real and daunting those needs may be. This is not only a simple analysis of poverty or the grave repercussions created by unemployment, homelessness and poor education.

It is further proof, if it was needed, that the recession has not left us. And it further underscores that those affected worst of all are those in greatest need, including a widening group in communities across America that are described as 'working poor'—they have full-time jobs but their minimum wage earnings are insufficient to cover the basic needs of themselves and their families.

As Robert Moffitt, a professor of economics at Johns Hopkins University, observed in a recent NPR report: "There now really is no unaffected group, except maybe the very top income earners. Recessions are supposed to be temporary, and when it's over, everything returns to where it was before. But the worry now is that the downturn — which will end eventually — will have long-lasting effects on families who lose jobs, become worse off and can't recover."

If we are to be successful in developing a workable approach to addressing growing poverty in our country, it has to be multi-layered and collaborative. Funding and nonprofit organizations need to work together to redesign the system, ensuring that it is as cost-effective as possible; public officials need to look at how they make cuts and recognize the human costs involved; and all of us as citizens need to play our part in creating a society that is caring and financially sustainable.

In Pittsburgh, an example is the way that we—in partnership with the United Way of Allegheny County—are seeking to work closely with elected representatives at local and state levels as budget proposals are finalized for spending in 2012. We are especially concerned about potential cuts where that money is vital to leveraging additional separate funding for critical human services programs.

Addressing poverty and issues impacting the quality of life for all of our citizens are central to The Pittsburgh Foundation's mission, exemplified by the extraordinary generosity of our donors. Even in hard times such as these, charitable giving continues to increase in our community, as shown by the enormous success of the Foundation's Day of Giving in October which raised more than \$6.4 million for local nonprofits in 24 hours (see story on page 3).

But real and desperate needs remain and as we approach the closing of 2011 and the start of a new year, when thoughts of charitable giving are uppermost, my deepest hope is that we do not forget our nonprofit organizations that continue to struggle to provide the essential programs serving our disadvantaged and vulnerable neighbors and all those facing hardship.

Grant Oliphant
President and CEO
The Pittsburgh Foundation

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DAY OF GIVING

Behind the scenes at The Pittsburgh Foundation



Record Donations for Local Nonprofits: "A TRULY MAGNIFICENT ACHIEVEMENT"

THE PITTSBURGH FOUNDATION'S DAY OF GIVING generated funding for local nonprofits at the rate of nearly \$75 per second over the 24-hour giving period. The total raised for charitable organizations in Allegheny and Westmoreland counties was \$6,448,448, almost double compared with Pittsburgh's Day of Giving in 2010.

More nonprofits than ever participated in the October 4 event—654 local charities had completed or updated profiles on the Foundation's PittsburghGives on-line site. And over 96 percent of those received credit card contributions from a total of 13,643 individual donations, up from the 7,788 donations in 2010.

Following the completion of financial reconciliations by Foundation staff, the amount of matching funds for nonprofits in Allegheny County was confirmed at 14.5 cents for every dollar they received. In Westmoreland, which had a separate match pool, the match is 23 cents on the dollar.

Nonprofits received a record outpouring of support from the community, the majority reporting significant increases in the number of contributions and the amounts of money raised during the event. For most of them, social media tools were central to their successful community outreach, engaging new and existing donors and increasing public awareness.

Pictures above show Foundation staff helping on-line donors during the Day of Giving

The Pittsburgh Foundation hosted a series of free social media classes over the past year for local nonprofits, teaching the cost-effective uses of technology platforms such as Facebook, Twitter and blogs. Representatives of over 400 nonprofits participated in the sessions.

Smaller organizations, as well as larger well-established nonprofits, were surprised by the results, which far exceeded the Foundation's hopes and expectations. South Hills Interfaith Ministries which provides support programs including a food pantry, raised \$13,000, compared with just \$1,500 in 2010, and attributed its growth to the significant outreach it undertook using social media.

Women's Center and Shelter received twice the amount of donations compared with last year, increasing from \$12,000 in 2010 to \$23,000 this year. North Hills Community Outreach also doubled the contributions it received to \$41,295 from 171 individual donations, including 23 Board members and several past Board members.

The Nine Mile Run Watershed Association went from \$2,455 raised with 38 donations in 2010 to \$8,554 (113 donations) this year; City Theatre raised \$28,000 in 2010 and \$50,000 this year; and Variety The Children's Charity increased from 15 donors contributing \$2,525 in 2010 to 59 donors awarding \$14,076 this year.

All above amounts exclude matching funds.

In terms of funds raised during the event, the leading organization in Allegheny County was Pittsburgh Symphony Orchestra which received donations amounting to \$221,925, which qualifies for matching funds totaling \$32,179. Next was Central Catholic High School which received \$145,426 (plus match of \$21,086); followed by Jewish Federation of Greater Pittsburgh, \$141,472 (\$20,513); Community Day School, \$123,422 (\$17,896); Pittsburgh Public Theater, \$109,645 (\$15,898); Greater Pittsburgh Community Food Bank, \$98,595 (\$14,296); The Pittsburgh Cultural Trust, \$88,866 (\$12,885); Reformed Presbyterian Theological Seminary, \$83,535 (\$12,112); Carnegie Library, \$74,165 (\$10,753) and Pittsburgh Opera, \$72,515 (\$10,514).

For Westmoreland, the top ten nonprofits for funds received were: Ligonier Camp and Conference Center, \$31,505 (plus match of \$7,246); Saint Vincent College, \$27,455 (\$6,314); Murrysville Community Library, \$22,290 (\$5,126); Valley Points Family YMCA, \$19,620 (\$4,512); Ligonier Valley YMCA, \$17,190 (\$3,953); Westmoreland Cultural Trust, \$15,610 (\$3,590); Valley School of Ligonier, \$15,530 (\$3,571); Westmoreland County Food Bank, \$15,270 (\$3,512); Peoples Library, \$14,235 (\$3,274); and Westmoreland County Historical Society, \$14,210 (\$3,268).

Public donations for Allegheny County during the Day of Giving amounted to \$5,162,849 which combined with the match pool of \$750,000—an increase of 50 percent against 2010—created a total of \$5,912,849. In Westmoreland, public contributions were \$435,599 which receive matching funds of \$100,000.

All donations receive an equal pro-rated share of the match pools which for Allegheny nonprofits was provided by The Pittsburgh Foundation, supported by funding from the Foundation's Jack G. Buncher Charitable Fund and local funding partners, including The Buhl Foundation, The Heinz Endowments and the Leonard C. Grasso Charitable Foundation.

"We take special delight in celebrating the outstanding results of the dedicated and enterprising work of nonprofits, including the way they embraced social media and on-line technology in their outreach efforts, and the tremendous generosity of our community, especially during this down economy," said Grant Oliphant, The Pittsburgh Foundation's President and CEO.

"It was a truly magnificent achievement which far exceeded our hopes and expectations, and we thank and congratulate everyone who participated."

Grant Oliphant,
President and CEO
The Pittsburgh Foundation

FACTFILE

SINCE 2009...

Since the launch of PittsburghGives in 2009, the on-line site's giving events have so far raised almost **\$13,500,000.**

IN 2011...

Public donations for Allegheny County during the Day of Giving amounted to **\$5,162,849** which combined with the match pool of **\$750,000**—an increase of 50 percent against 2010—created a total of **\$5,912,849.**

In Westmoreland County, public contributions were **\$435,599** which receive matching funds of **\$100,000**—for a total of **\$535,599.**

Since the launch of PittsburghGives in 2009, the on-line site's giving events have so far raised almost \$13.5 million for the region's nonprofit organizations.

The PittsburghGives platform serves year-round as a unique on-line giving and research program for nonprofits to showcase their work in the community, detailing information about their charitable programs, missions, management and finances. PittsburghGives can be accessed at www.pittsburghgives.org.

The following are the top ten nonprofits in Allegheny and Westmoreland Counties in terms of the number of donations received in Day of Giving 2011:

TOP TEN NUMBER OF DONATIONS ALLEGHENY COUNTY

- 1 Carnegie Library of Pittsburgh (956)
- 2 Greater Pittsburgh Community Food Bank (689)
- 3 Animal Friends Inc. (449)
- 4 Pittsburgh Symphony Orchestra (400)
- 5 Animal Rescue League of Western PA (361)
- 6 WQED Multimedia (339)
- 7 Bike Pittsburgh (317)
- 8 Pittsburgh Essential Public Media (273)
- 9 WYEP Pittsburgh Community Broadcast Center (264)
- 10 Central Catholic High School (255)

TOP TEN NUMBER OF DONATIONS WESTMORELAND COUNTY

- 1 Westmoreland County Food Bank (138)
- 2 Murrysville Community Library (65)
- 3 Westmoreland Museum of American Art (65)
- 4 Adams Memorial Library (63)
- 5 Blackburn Center Against Domestic and Sexual Violence (62)
- 6 Action for Animals (56)
- 7 Westmoreland County Historical Society (55)
- 8 Greensburg Art Club (55)
- 9 Ligonier Camp and Conference Center (53)
- 10 Saint Vincent College (52)



Yvonne Maher, Vice President, Development & Donor Services (left) with Leigh Halverson, Special Assistant to the President. Grant Oliphant, President & CEO, The Pittsburgh Foundation (right).



NONPROFITS 'THRILLED' BY 2011 DAY OF GIVING

ONE NONPROFIT likened the 2011 Day of Giving to a big football game as they watched the excitement unfold from midnight to midnight on October 4. Many were glued to their computer screen watching as the numbers were updated throughout the day and sharing that information with their community.

The participating nonprofits are the key to PittsburghGives success and again they embraced the Day of Giving. Via email, social media or other methods, they successfully told their stories and the community responded with a phenomenal outpouring of support even in these tough economic times.

Community Forum spoke with a variety of organizations about their experiences.



THE PITTSBURGH SYMPHONY

Four months before the Day of Giving, Joe Rounds, Pittsburgh Symphony Orchestra (PSO) horn player and chairman of the musician's Orchestra Committee set a challenge to the community. "This gesture of good faith brings an opportunity for our extended Pittsburgh Symphony Orchestra family to join us in that commitment, and to provide generations with excellence and beauty."

The gesture he was referring to was the announcement that the PSO and its musicians had reached an agreement on a new three-year contract and as part of that the agreement, the musicians were contributing \$200,000 to the PSO Annual Fund.

On Day of Giving, the community responded to that commitment by contributing \$221,995, propelling the PSO to the leading organization in money raised during the event. Gifts made to the organization were matched by an additional \$32,179. "We had hoped the musician's gesture would encourage others to give," said Camilla Pearce, Director of Individual Support.

The PSO is focusing its fundraising efforts this year and next around the musicians, celebrating their artistic excellence and commitment to providing long-term financial stability. Their Day of Giving communications reflected this focus as well. "We became very organized this year and had a schedule for emails, social media and concert messaging," she explained.



Camilla has also noticed a pattern developing in the third year of Day of Giving. "People have come to expect it and wait for it. They have changed their giving habits to include Day of Giving. It has become an institution. They think oh, its Day of Giving. I can give to all my organizations in one place and tell my neighbor."

The PSO recently returned from their European tour with 12 concerts in 9 cities and 6 countries. "It was very successful and we are already receiving invitations for next year's festivals," she said.

NORTH HILLS COMMUNITY OUTREACH

Over 5,000 families have come to North Hills Community Outreach (NHCO) for assistance with their basic needs, such as food, clothing, utilities and shelter. "The community knows how important our work is," said Fay Morgan, Executive Director.

NHCO donations on Day of Giving doubled to \$41,295 and Fay knows the reason, "The community recognizes that others are struggling and they want to help their neighbors if they can. On Day of Giving their gifts go a little further with the match."

She also credits her Board participation, "It was not just their own gifts, but their commitment to forwarding information about the Day of Giving to their colleagues, friends

and family, encouraging them to give as well.” NHCO grew to 171 donors this year from 103 last year and 11 in 2009. “Our board members saw how easy it was to give and then felt comfortable in asking others to join them.”

Through the organization’s Community Auto Program, NHCO also accepts vehicle donations that are used to alleviate transportation needs for struggling families. Fay recognized an opportunity to engage previous vehicle donors in Day of Giving as well and quite a few made an additional cash donation on the day.

The donations received on October 4, will help NHCO stay flexible in meeting the community’s needs. “We focus on the basics of life and believe no one should go hungry, cold or without shelter,” she said. “We could not have motivated 171 people to give on any other single day. Day of Giving is such a wonderful endeavor that mobilizes the entire community to help.”

VALLEY POINTS YMCA

Think your local YMCA is a ‘gym and swim’? Cindy Elliott demonstrated through WestmorelandGives that Valley Points Family YMCA with locations in New Kensington and West Vandergrift is much more a part of the community.

In 2010, the organization participated in the first Westmoreland Day of Giving, raising \$3,500. Valley Points shattered that result the second time around in 2011, placing in the top ten for Westmoreland organizations with \$18,770 in donations.

“We were absolutely thrilled with the results and the ability to participate,” said Cindy, Director of Development and Communication. “It was also amazing to see the results in Westmoreland County.” Cindy, who attended the Foundation’s free social media workshops, posted the results every hour on the Y’s Facebook page along with how donations will impact the organization’s programs and services.

The organization’s Facebook followers shared how Valley Points is a community resource, providing youth development, health and wellness, and social responsibility for its members. “Our organization works to help the community learn, grow and thrive by fostering connections throughout the region.”



“MANY OF OUR PROGRAMS ARE 100 PERCENT FUNDED BY THE COMMUNITY. DAY OF GIVING SHOWS THE CAPACITY EXISTS AND THERE IS AN UNDERSTANDING AND WILL TO SUPPORT THIS CAUSE IN THE SOUTH HILLS.”

Kate Snyder,
Community Relations Manager
South Hills Interfaith Ministries

Cindy utilized a variety of tools to let the community know about Day of Giving, and her Board Members helped by setting up a phone tree to call potential donors. Stories played on a TV in the reception area and the computer lab was set up to aid donors in making a gift as well. Donations will help support Valley Points’ youth development campaign, which provides scholarships for lower income families.

“We are thankful for any chance we have to increase awareness, especially something like WestmorelandGives that highlights nonprofit work in Westmoreland County,” she said.

SOUTH HILLS INTERFAITH MINISTRIES

This time last year, South Hills Interfaith Ministries (SHIM) was almost exclusively a paper organization according to Kate Snyder, Community Relations Manager. “We sent out a newsletter about a month and a half before Day of Giving last year and that was it.”

Leadership at SHIM recognized the need to catch up on technology and increase their communications channels. The organization updated its website and Kate initiated the use of Facebook and Twitter. The work paid off as SHIM increased donations this year to \$13,000 from \$1,500 the previous year.

“The whole day was amazing,” said Kate. “It was all you heard on Twitter.” The social network was a buzz during Day of Giving with nonprofits and individuals sharing the stories of giving and the impact it will make. SHIM also met Melissa Carey, a local blogger who wrote about the organization, through Twitter.

“Many of our programs are 100 percent funded by the community,” she said. “Day of Giving shows the capacity

exists and there is an understanding and will to support this cause in the South Hills. Most people do not recognize that poverty has risen faster in suburbs recently, even in communities such as Mt. Lebanon and Upper St. Clair.”

SHIM provides a variety of human services in the community, including a food pantry, utility and housing support, and a family support center. Over 300 families are now served each month by the food pantry, demonstrating the rise in food insecurity that is gripping the entire region. SHIM also provides specialized services in Whitehall to the large community of refugee families that have been settled in the area.

Pictures show staff at South Hills Interfaith Ministries (top), an exercise class at Valley Points YMCA (bottom left) and in the studio at Essential Public Media (bottom right).



The South Hills community rallied in support of SHIM with local church groups and small businesses helping to promote the organization’s participation in Day of Giving. One church took up a collection from its older parishioners and made a gift on their behalf. “It is wonderful to share such a great sense of community,” said Kate.

ESSENTIAL PUBLIC RADIO

Essential Public Radio (EPR) was not sure what to expect with Day of Giving. The former WDUQ had made a well publicized format shift and the organization is still in transition, but they knew they had a strong partner in sister station WYEP, which is consistently among the top organizations in number of gifts and amount raised.

Kathleen Radock is the Membership and On-Line Communications Director for both stations. “We wanted to keep our momentum going for WYEP and use the same formula to help EPR,” she said. It worked as both organizations were in the top ten for number of gifts and were nearly equal in money raised. EPR raised \$23,993 from 273 donors while WYEP had 264 donors give \$27,368.

Kathleen focused on reaching new EPR members and past DUQ members for support as well as past WYEP members, encouraging them to support the new station. “Donors may have heard about Day of Giving from WYEP and said oh, I can give to EPR as well,” she said.

Donations will go into programming for both stations in an effort to continue to provide great radio to the community. “There is definitely an excitement for the new station and format,” said Kathleen. “Listeners are appreciating new programs that we never had in Pittsburgh.”

Both stations have supported Day of Giving since its inception and radio has been a great media partner for the Foundation. Kathleen explained, “We believe in helping all the other organizations in getting the word out through the stations and doing our part to help Day of Giving be a success for the community.”

WILLIAM DIETRICH II LEAVES \$18 MILLION TO THE PITTSBURGH FOUNDATION

MAJOR GIFT TO ADDRESS LOCAL COMMUNITY NEEDS

FORMER STEEL INDUSTRY EXECUTIVE, the late William S. Dietrich II, has made plans to award gifts valued at more than \$18 million to The Pittsburgh Foundation from his estate. The major share—more than \$10 million—will be used for grantmaking that addresses critical community needs in the Pittsburgh region.

Mr. Dietrich, who passed away earlier this month shortly after announcements of his record gifts to Carnegie Mellon University and the University of Pittsburgh, has established three funds at the Foundation to support charitable initiatives in the communities of Conneaut Lake, Pa., and Greenville, Pa., as well as the Pittsburgh area.

His bequest is among the largest received by the Foundation, and is the biggest single gift since former chemical engineer, Charles Kaufman, left more than \$40 million to the organization following his passing in September last year.

“Bill Dietrich was as tireless, dedicated and passionate about his philanthropic mission as he was in his acclaimed and accomplished roles as a captain of industry and respected civic leader,” said Grant Oliphant, The Pittsburgh Foundation’s President and CEO. “For most of his life, he worked towards building substantial charitable legacies for institutions and issues about which he cared deeply.

“His philanthropy is especially remarkable because he committed the vast majority of his wealth to charitable endeavors, as we have witnessed recently from announcements about the very significant gifts that he left to many organizations in our local community and beyond. We cannot overstate the huge benefit created by Bill’s generosity now and for future generations, and we are grateful to have been included in his charitable work.”

The funds established at The Pittsburgh Foundation by Mr. Dietrich, who served as a member of the Foundation’s Investment Committee for the past three years, are valued at \$18.125 million, of which the largest share of \$10.625 million is being used to establish The Dietrich Foundation’s Community Fund at The Pittsburgh Foundation.

The Dietrich Foundation’s Community Fund’s goal is to support the mission of The Pittsburgh Foundation with funding that strengthens the organization’s efforts to address critical local charitable needs.

Mr. Dietrich’s bequest to The Pittsburgh Foundation also awards \$5 million to the creation of the Dietrich Foundation Greenville, Pa. Fund, and \$2.5 million to establishing the Dietrich Foundation Conneaut Lake, Pa. Fund. Oversight for all three funds will be provided by separate committees appointed by the Dietrich Charitable Trusts. The funds will support cultural, educational and other charitable organizations and projects in the boroughs of Greenville and Conneaut Lake.

The Pittsburgh Foundation is the fourth largest beneficiary out of a total of 13 organizations that received gifts from Mr. Dietrich’s estate. Many of the bequests from his estate represent the largest ever received by the individual organizations, and his gifts to Carnegie Mellon University and the University of Pittsburgh were among the biggest ever donations by an individual to higher education in the United States.

The source of the funds is the Dietrich Charitable Trusts, which are charitable remainder trusts created by Mr. Dietrich that own assets principally generated by the 1996 sale of Dietrich Industries. It is anticipated that the assets of these trusts will fund a new charitable organization, The Dietrich Foundation, which will administer the funds earmarked for The Pittsburgh Foundation.

Necessary administrative and legal processes need to be concluded before grantmaking begins to flow from Mr. Dietrich’s funds, and it is anticipated that this will be completed by the end of 2012. The Pittsburgh Foundation cannot accept proposals or requests for funding at this time. We thank you for your patience as we continue this process.

WILLIAM DIETRICH II (1938–2011)

William (Bill) Dietrich, who once said that he earned his success through “luck and pluck,” was the former Chairman of Dietrich Industries, Inc., a subsidiary of Worthington Industries, Inc.

Born in Pittsburgh, the son of Marianna Brown Dietrich and Kenneth P. Dietrich on May 13, 1938, Bill Dietrich was named after his grandfather.

A lifelong supporter of the Boy Scouts of America, he earned the rank of Eagle Scout in 1955 and would later receive The Distinguished Eagle Scout Award in 1999. Bill graduated from Conneaut Lake High School in 1956 and later earned a B.A. degree from Princeton University in 1960.

Following his active duty in United States Marine Corps Reserve, he joined his father at Dietrich Industries, Inc., which was at that time a small steel warehouse and distribution business located east of Pittsburgh.

After transforming the business into the nation’s largest manufacturer of light metal framing for the construction industry, Dietrich Industries was sold in 1996 to Worthington Industries, Inc., where Bill remained a director until 2008.

Bill’s commitment to Western Pennsylvania was remarkable and long-standing. He served actively on the boards of many regional institutions, including: Carnegie Mellon University, the Carnegie Museum of Art, the Pittsburgh Ballet Theatre, and the UPMC Health System and the University of Pittsburgh, where he served as Chairman of the Board of Trustees.

In 1980 and 1984, respectively, he earned an M.A. and Ph.D. in Political Science from the University of Pittsburgh. A voracious reader and skilled storyteller, Bill published several short, historical accounts of influential Pennsylvania events and personalities.

He authored *In the Shadow of the Rising Sun: The Political Roots of an American Economic Decline*. In 2011, Taylor Trade Publishing issued *Eminent Pittsburghers*, a collection of his essays.

At the time of his death, Bill was working on a new book: *American Recession: The U.S. Decline and the Rise of China*.

His extraordinary combination of business experience, extensive travel, academic expertise and pointed prose made him unusually well qualified to address the complex practical and theoretical global issues he tackled in his writings.

Bill Dietrich died on October 6, 2011, of complications from cancer.



PITTSBURGH PROMISE UPDATE:

GAINS IN NUMBERS, GROWING INFLUENCE

ON SEPT. 12, THE PITTSBURGH PROMISE presented its third annual report to the community. Executive Director Saleem Ghubril highlighted the scholarship program's impacts on improving educational outcomes and workforce development of city high school students and graduates continuing their education beyond high school.

Community leaders who gathered at the Pittsburgh CAPA 6-12 School for the annual update were told that during the past three years, approximately \$16 million in Pittsburgh Promise scholarship funds has been invested in 2,500 high school graduates who enrolled in 80 different post-secondary colleges, universities or trade schools in the Commonwealth of Pennsylvania. At the end of the current school year, another 700 graduates from the Pittsburgh Public Schools will join the ranks of Promise scholars as they begin their post-high school education program.

Among the successes of the program is the upward trend of students who are using Promise funds for enrollment in post-secondary education institutions. About 78 percent of the graduating class of 2010 who were eligible used Promise funds for on-time enrollment in the fall of 2011, compared with 72 percent of the class of 2009 and 58 percent of the class of 2008.

"As our students complete their post-secondary education and join our region's workforce, their impact on our economy is going to be significant, to say the least," said Saleem Ghubril, Executive Director of The Pittsburgh Promise. "Our scholars are taking this great opportunity very seriously, and responding with hard work and gratitude. I, too, am grateful for the vision of our mayor, our schools' leadership, UPMC, and the numerous foundations, companies and individuals who are making this possible."

For the year ending June 30, 2011, The Pittsburgh Promise received \$12.2 million in donations from foundations, corporations and individuals, representing an increase of \$1 million from the previous year.

In a continuing difficult economic environment, The Promise has financial commitments of \$147 million to date from UPMC, foundation, corporate and community investors and remains secure in its financial position. "But, we have a long way to go to reach our goal of raising \$250 million if we are to fulfill our promise to support three generations of students. This is a marathon with a finish line in 2018," added Ghubril.

During the past year, the RAND Corporation assessed the early progress of The Promise and provided feedback on how the program can continue to make improvements to meet its goals. Dr. Gabriella Gonzalez, a social scientist from RAND, summarized the study's key findings.

RAND's analysis suggests that The Promise is making progress toward its strategic goals. Highlights of the report include:

- ➔ The Promise is reported to be a very important factor in parents' decisions to enroll their children in public or charter schools within the district.
- ➔ Students reported being motivated by The Promise funds to strive for a 2.5 GPA, attend school regularly, and seek post-secondary education.
- ➔ Student enrollment in PPS traditional public and charter schools has been stabilizing, rather than continuing to decline. Also, there has been a steady increase in college enrollment among PPS high school graduates eligible for Promise funds since the program's inception.

RAND researchers also recommended that The Promise conduct earlier outreach, provide more personalized communications to younger students about scholarship opportunities, and institute a mentoring program to pair Promise scholars with high school students. The full report, a research brief, and video of Dr. Gonzalez's summary are available at www.rand.org.

LEADERS IN EDUCATION and economic development from 17 states and Canada convened in Pittsburgh, Oct. 19-21, for the fourth national conference on the 'Promise' movement called PromiseNet 2011. The conference was organized by The Pittsburgh Promise and its Executive Director Saleem Ghubril and his staff.

Twenty-six scholarship programs represented the growing group of cities seeking to bolster urban public education reform and student achievement. PromiseNet 2011 featured workshops and presenters on topics ranging from getting a program started, funding strategies, and economic impact to aligning it with education reform and evaluating the program.

Speakers included: Lee Fisher, former Lt. Gov. of Ohio and President and CEO of CEOs for Cities, officials from the W.E. Upjohn Institute who discussed progress made since the first Promise program in Kalamazoo was introduced six years ago, Pittsburgh Public Schools Superintendent Dr. Linda Lane, Co-founder of The Pittsburgh Promise and President of Antioch College Mark Roosevelt, City of Pittsburgh Mayor and Co-Founder of The Pittsburgh Promise Luke Ravenstahl, William E. Strickland, Jr., President and CEO, Manchester Bidwell Corporation, and U.S. Attorney David J. Hickton.

PITTSBURGH HOSTS NATIONAL PROMISENET CONFERENCE



PromiseNet 2011 : Reform > Connect > Ignite

http://www.pittsburghpromise.com/promisenet/

REFORM → CONNECT → IGNITE

PromiseNet 2011 | Promise Programs | Schedule | Sessions | Speakers | Resources | promisenet 2011

REGISTER NOW!
October 19-21, 2011
Renaissance Hotel
Pittsburgh, Pennsylvania

Please join your colleagues from across the United States who are working to reform their public schools, develop their urban neighborhoods, ignite their regional economies, and scholarship their kids to pursue post-secondary education.

This two-day conference includes the right blend of challenging keynote speakers, engaging small group discussions, motivating role models, and inspiring stories from some rather amazing young people.



ADVISOR PROFILE:

JANNEY MONTGOMERY SCOTT

BROADENING THE DISCUSSION ON PHILANTHROPIC LEGACY



James J. Foley
Vice President and Branch Manager



Douglas W. Stirling
Executive Vice President



Gerald L. Barkley
Financial Advisor



Bruce Georgi, Jr.
Senior Vice President

“The Pittsburgh Foundation provides an incentive for advisors to broaden the discussion and encourage clients to think about their philanthropic legacy, what they want for their children, and their community.”

WHEN CLIENTS SEEK ADVICE from a financial advisor, the conversation generally revolves around the numbers and money-making strategies. At Janney Montgomery Scott, financial advisors are taking the conversation to a deeper level and helping to educate their clients on their options for charitable giving.

Janney Montgomery Scott, a full-service security broker and dealer, serves a national client base through nearly 900 financial consultants located in about 100 branch offices on the East Coast of the U.S. The firm has a long and storied history. It was founded in 1832 and holds the second oldest membership to the New York Stock Exchange. As a subsidiary of The Penn Mutual Life Insurance Company, Janney has assets of more than \$14 billion.

In 2007 the Pittsburgh Janney office purchased Parker/Hunter Asset Management (PHAM), effectively inheriting a unique philanthropic partnership with The Pittsburgh Foundation. PHAM has had a longstanding relationship with the Foundation, enabling advisors to maintain management of assets donated by their clients to The Pittsburgh Foundation. Clients, in turn, are offered a convenient way to achieve charitable goals with The Pittsburgh Foundation and create a legacy for the future.

“It is the nature of our business to get caught up in the numbers,” says James J. Foley, Vice President and Branch Manager of Janney’s downtown office. “The Pittsburgh Foundation provides an incentive for advisors to broaden the discussion and encourage clients to think about their philanthropic legacy, what they want for their children, and their community.”

“Very few advisors in the city or the country spend time educating their clients about charitable giving. It’s unique that advisors are getting more in tune with this.”

“The Pittsburgh Foundation does a terrific job of making it easy for us to do that,” adds Foley. “Clients don’t have to have an exorbitant amount of money to have a meaningful impact. Through the Foundation, clients of varying financial means can participate, which is a valuable service that we can provide.”

“Very few advisors in the city or the country spend time educating their clients about charitable giving,” adds Douglas W. Stirling, Executive Vice President. “It’s unique that advisors are getting more in tune with this.”

The benefits of bringing clients to the table to discuss charitable giving are many, the advisors explain. Some clients are very private and prefer to handle their giving quietly. Others prefer that their name or their family legacy live on in perpetuity in a much larger way. The conversation works to deepen the advisor-client relationship while educating clients on the options available and the associated tax benefits. It also gives clients the freedom to designate giving to more than one organization and take advantage of the expertise available to them at The Pittsburgh Foundation.

“When you have a client who is charitably inclined, they do not often think of coming to their advisor nor do they realize that they have the ability to set up something in perpetuity” says Gerald L. Barkley, Financial Advisor. “This partnership with The Pittsburgh Foundation has strengthened our relationships with our clients. They now feel reassured that their legacy will continue.”

Stirling relates the story of a client whose wife passed away after a long illness. It was very important to him to put several million dollars toward honoring her life through medical research and programs that help families in similar situations.

“This partnership with The Pittsburgh Foundation has strengthened our relationships with our clients. They now feel reassured that their legacy will continue.”

“When I introduced him to The Pittsburgh Foundation, I could tell after the meeting he was at ease and knew that they would help him every step of the way to honor his wife,” says Stirling. “By creating a Family Foundation Fund at The Pittsburgh Foundation, I can continue to oversee his charitable investment and he has the ability to engage his children in making informed decisions on their philanthropy.”

Our third party manager outreach is a very unique program that provides individual financial advisors and firms an opportunity to manage their clients charitable assets at The Pittsburgh Foundation, explains Jonathan Brelford, Director of Investments for The Pittsburgh Foundation.

“We have enhanced the way we offer this program in the last year,” Brelford explains. “Clients maintain the relationship with their financial advisor, once they have donated the assets, while The Pittsburgh Foundation provides philanthropic guidance and security.”

In November, Janney Montgomery Scott and The Pittsburgh Foundation hosted an evening at The Heinz History Center to inform more clients and financial advisors on the benefits of this partnership. The evening, spearheaded by Jim Foley, included presentations by Mark Luschini, Chief Investment Strategist for Janney Montgomery Scott, and Grant Oliphant, President & CEO for The Pittsburgh Foundation. It was the first event of its kind for the firm.

“I have a vested interest in all my clients’ assets. I’m helping to grow them. It’s nice to know that through The Pittsburgh Foundation, even after a client has passed away, we will continue to watch over their charitable assets for them.”

“It’s nice to know if you have a client, and you’ve spent your entire career building this nest egg, that they can maintain the relationship with their financial advisor by establishing a fund at The Pittsburgh Foundation,” says Bruce Georgi, Jr., Senior Vice President. “I have a vested interest in all my clients’ assets. I’m helping to grow them. It’s nice to know that through The Pittsburgh Foundation, even after a client has passed away, we will continue to watch over their charitable assets for them.”

“We work with clients for such a long period of time, we get to know them and their families,” adds Barkley. “We come to learn their passions. We are privileged to be let into our clients lives and to know their stories. I feel confident introducing them to The Pittsburgh Foundation as a way to help them achieve their charitable goals.”

DONOR PROFILE: THE KAMIN FAMILY

ONE FAMILY'S LEGACY

(left to right) Daniel Kamin, Carole Kamin, Vicky Kamin and Robert Kamin.

THE KAMIN FAMILY has been in the real estate business for nearly 100 years, but few may know that they got their start as builders of many single family homes and apartment buildings that grace the city's landscape.

Kamin Realty Company was founded in 1916 by Herman Kamin, a pioneer in the local building industry at the turn of the century. Herman's first business was a dry goods store, a successful shop that he opened with several partners in uptown Pittsburgh. When Kaufmann's emerged on the scene, Herman, ever the smart entrepreneur, sold the business and went into real estate.

"He was a pioneer builder," recalls Robert S. Kamin, Herman's grandson. "He built single family homes, rental properties and apartment buildings in Squirrel Hill, Shadyside, Brookline and Murdoch Farms. They had beautiful architectural lines and spacious hardwood floors. There's even a street named for him."

While Herman lost ownership of many of the buildings during the great depression, his business regained profitability in later years. "He was quite resilient, at the age of 75 years old, to have made a comeback," Robert says. "There aren't too many folks with that kind of energy."

As the years went by, the family real estate business grew and expanded. Herman recruited his son Harry W. and later his grandson Daniel G., who took the helm as president and owner of the commercial side of the business in 1969; Robert joined several years later and manages the apartment business. Kamin Realty is currently the 39th largest shopping center and net lease retail property owner in the U.S. with 328 properties in 41 states.

"My grandfather was definitely the motivator for getting the family into the real estate business," says Daniel who started out in stocks but was encouraged by his grandfather to consider real estate. "I was the classic entrepreneur, selling parking spaces for Forbes field for \$1 and lemonade at baseball games. Later on, when I was younger than 16 years old and had developed an interest in real estate, my mother would drive me around to see all the sites."

After their father passed away in 1969, the brothers wanted to do something in his memory. Their first foray into charitable giving was a donation to the University of Pennsylvania, the Kamin Gallery, which was the school they and their father attended as undergraduates.

When their mother passed away in 2006, the brothers had the East Room at Phipps Conservatory dedicated in her honor as she was an avid gardener and loved botanicals. They subsequently established a fund for their parents through The Pittsburgh Foundation; The Harry Wallace and Dorothy Kamin Fund began giving grants since its inception.

"We wanted to do something perpetual that would continue into future years that was created jointly in their honor," says Daniel. "Our estate planning attorney recommended The Pittsburgh Foundation to us, rather than the concept of setting up a private foundation on our own. It was a perfect fit."

The donor advised fund is dedicated to organizations and pursuits their parents were actively involved in during their lifetime: the arts, the environment, historical preservation, libraries and museums. Dorothy was the former president of the Women's Association of The Pittsburgh Symphony and served as a volunteer with many organizations, including the Pittsburgh Opera, National Arts and Letters Society and WQED.

The brothers, in turn, have found charitable giving to be a rewarding way to maintain relationships with institutions and organizations important to them in Pittsburgh. They recently established their own separate legacy funds, to be managed by their children in the future — with guidance regarding their intentions provided. Daniel and his wife Carole have three sons, and Robert has two daughters.

"When we're no longer around, the children will take over the advisor position, which is a nice way to provide in perpetuity direction from the family," says Robert. "The fund has legs into the future."

"We have a wonderful, very close family," adds Daniel. "We have chosen The Pittsburgh Foundation to carry on our legacy after we're gone."

DONOR PROFILE:

KRISTEN ZAWACKI LEGACY FUND

KRISTEN ZAWACKI'S LIFE TOUCHED MANY
PEOPLE IN SO MANY WAYS

(left to right) Laura Smith, Jackie Mullens, Cindi Funk and Lisa Povlick.



AS THE FIRST FEMALE COACH at Saint Vincent College in Latrobe, Kristen was an icon in the world of women's basketball. She led the Lady Bearcats through 27 seasons with an overall record of 512–276, highlighted by several championships, eight National Tournament games and a record-setting 16 consecutive conference appearances.

When Kristen wasn't on the court, she was working as the Associate Athletic Director or Senior Women's Administrator at Saint Vincent; she also was the head softball coach from 1985–89 and again from 1996–2007. Among her many accolades, she was a High School All-American, named to Who's Who in America for her academic and athletic skills, and elected to the Saint Vincent Hall of Fame.

More important to those who knew her, however, was the person she was and role she played as a mentor to the countless women she coached. She was a devoted and fun-loving friend, daughter, sister and doting aunt.

Sadly, Kristen's life was much too short. On Christmas day last year, she passed away at home at the age of 52. The news stunned the college community as well as her family and friends who considered her to be in good health, a woman at the peak of her life and professional career.

In the weeks and months following her death, her close circle of friends—many of them women who had remained close to her from their days growing up in Mount Pleasant—realized that Kristen's life was special and deserving of recognition.

"The night Krissy passed away, I was standing by the kitchen window; it was Christmas day and there was snow on the ground," recalls Jackie Funk Mullens who grew up with Kristen in Mount Pleasant. "I said, 'Krissy, you're the sparkle in my snowflake.' She was the sparkle in everyone's snowflake. She had that way about her. She could turn any situation into fun."

Jackie's elder sister, Cyndi, who met Kristen at the age of 8 on the softball field, agrees. The outpouring of love expressed at her funeral held at the Saint Vincent Archabbey Basilica was inspirational, she says.

"I knew how successful she was at Saint Vincent," says Cyndi. "I knew how many friends she had. Yet as well as I knew her, and as well as I knew how much everyone loved her, I didn't expect the whole Basilica to be completely filled."

"She was so very successful," agrees Lisa Povlick, who came to know Kristen through playing softball with her after they both had graduated from college. Lisa later joined Kristen on the sidelines as her assistant coach. "Many of her friends who knew her had no clue how successful she was as a professional. She was so humble.

"She always gave the credit (for the team's success) to each and every player that ever stepped on the floor at St. Vincent. The games were never her wins, the credit always went to all the players."

To celebrate Kristen's life and legacy, her friends and family agreed to establish a committee-advised fund through The Pittsburgh Foundation, The Kristen Zawacki Legacy Fund. An initial \$10,000 was raised through friends, family and alumni. Cyndi volunteered to serve as treasurer, but it soon became apparent that operating such a fund, one they



SADLY, ON CHRISTMAS DAY LAST YEAR, KRISTEN PASSED AWAY AT HOME AT THE AGE OF 52. THE NEWS STUNNED THE COLLEGE COMMUNITY AS WELL AS HER FAMILY AND FRIENDS WHO CONSIDERED HER TO BE IN GOOD HEALTH, A WOMAN AT THE PEAK OF HER LIFE AND PROFESSIONAL CAREER.

hoped would continue in perpetuity, would require professional assistance.

"One of the big advantages in going through The Pittsburgh Foundation is we, as board members, can do what we want to do with the money once it is raised," says Cyndi. "We can have a Baggo Tournament or a Girls' Night Out. It frees us to devote our energies to raising the funds to remember Krissy and keep her legacy alive."

"It takes the weight off of our shoulders by taking care of so many things, the website, legalities and accounting," says Lisa who serves on the fund's board along with Cyndi, Jackie, Laura Smith, (a former assistant basketball coach), Sue Hozak (head volleyball coach at Saint Vincent), Kristen's niece Sheena Zawacki and nephew Brandon Zawacki, the children of Kristen's brother Terry.

Working with The Pittsburgh Foundation also made sense because it enables family members who live far away to be a part of the process, says Cyndi. Kristen's niece and nephew live in Florida.

While still in the fundraising stage, the fund will offer scholarships and grants in areas that Kristen loved: St. Vincent College students, children and animals. Kristen also was very touched by people who had cancer, says Cyndi.

"She was passionate about looking after the girls on her team," Lisa says. "I remember when a player from McKeesport was struggling with grades and nearly lost her spot on the team. Kristen was very hard on her. Later she (the player) asked, 'if I was such a problem, why didn't you kick me off?' Kristen told her, 'well, you needed tough love. You were worth the trouble.'"

"She was very into basketball, but it was more important to her that the girls graduated and went on to have successful lives after basketball," adds Jackie. "That's why we are so happy to have the help of The Pittsburgh Foundation. It gives us the peace of mind that the Foundation will have staying power.

"She is looking down on us and is and glad that we're doing these things in celebration of her life. Her name will live on forever."

Spotlight on Pittsburgh's 2010

JEFFERSON AWARDS HONOREES

In this edition, *Community Forum* completes its profiles of Pittsburgh's 2010 Jefferson Award honorees, recognized at a presentation ceremony earlier this year at Carnegie Music Hall.

Featured in previous editions of the newsletter were Barb Sappie of Project Linus; Ben Cook of the Pittsburgh Gay and Lesbian Community Center; Pat Gallaway of Mt. Lebanon Village; and Elizabeth Dennis of Workforce Development Global Alliance. In this edition we profile Kelli Priddy of Familylinks; Kerry O'Donnell of PA Office of the Victim Advocate; and Roberta Hall of Wallace Avenue Soup Kitchen. Barb Sappie represented Pittsburgh at the national Jefferson Awards in Washington, D.C. in June.

Seven Jefferson Award finalists were chosen from 50 Jefferson Awards honorees selected from more than 150 community volunteers who were nominated throughout 2010. Each Jefferson Award finalist received a medallion and \$1,000 for the nonprofit organization of his or her choice.

The national Jefferson Awards program was launched in 1972 by the American Institute for Public Service to recognize those who perform remarkable deeds in community service without expectation of reward or recognition. Six years later, in 1978, the program was started in Pittsburgh, where it is co-sponsored by The Pittsburgh Foundation, the *Pittsburgh Post-Gazette*, The Heinz Endowments and Highmark.

ROBERTA HALL

Wallace Avenue Soup Kitchen

BRINGING A HOT MEAL AND A SMILE TO THOSE THAT NEED IT

At the Wallace Avenue Soup Kitchen, meals are served, jobs are posted, babies are cared for and seniors are given food service training. It's a place where the homeless receive shelter and clothing and the neglected find a listening ear.

For the past eight years, Roberta Hall, who is known as Ms. Bert, has dedicated more than 95 hours per month to this operation. Four days a week, she walks five blocks from her home to the Dunamis Baptist Church in Wilksburg where the soup kitchen is located and opens the building. She then prepares the room for service by replenishing the donation tables, making and serving punch, coffee and

water to the patrons, and cleaning everything from the floors to the kitchen appliances. Every morning, the soup kitchen workers are greeted by the smell of chlorine bleach and know that Ms. Bert is on the job. Thanks to Ms. Bert and other tireless volunteers like her, the Wallace Avenue Soup Kitchen is able to serve more than 1,000 meals per month.

For more information about the Wallace Avenue Soup Kitchen and other programs supported by Naomi's Way, call (412) 241-9621.



KERRY O'DONNELL

PA Office of the Victim Advocate

BRINGING CLOSURE TO CRIME VICTIMS AND THEIR FAMILIES

Despite her busy schedule as president of the Falk Foundation, Kerry O'Donnell spends a considerable amount of time volunteering for the Pennsylvania Office of the Victim Advocate as a victim/offender mediator. In this role, Kerry coordinates face-to-face meetings between victims or their surviving relatives and the individuals who have been convicted of the serious crimes. These meetings are requested by the victims or their families in an attempt to receive closure.

Preparation for these interactions takes many months and includes long conversations between Kerry and each of the parties about why they want to meet each other and what they can expect. The day they meet is intense, but often satisfying. For some, it is the only thing that enables them to move on with their lives after such tragedy.

In addition to her work with the Pennsylvania Office of the Victim Advocate, Kerry also volunteers with the Center for Victims of Violence and Crime — a nonprofit organization that coordinates meetings between juvenile offenders and crime victims.

For more information about Pennsylvania Office of the Victim Advocate, visit ova.state.pa.us or call 1 (800) 322-4472.

HOW TO NOMINATE AN UNSUNG HERO

It might be a neighbor, a friend or a family member who dedicates his or her time and never seeks recognition. To nominate a volunteer or to learn more about the Jefferson Awards program call (412) 263-3534.



KELLI PRIDDY

Familylinks

BRINGING A BRIGHTER HOLIDAY SEASON TO THE HOMELESS

The holidays are an especially difficult time for children who don't have caring parents and for adults who lack basic necessities like housing and employment.

Because of this, it proves to be a busy time for organizations like Familylinks that serve these individuals. To alleviate some of the strain, Kelli Priddy organizes a group of volunteers who are affectionately referred to as "Kelli's Army" to provide holiday dinners to local homeless shelters. During the meals, Kelli encourages the volunteers to treat the homeless residents like family and develop relationships with them by asking questions and playing games. By doing this, she is bridging the gap between two groups of people who wouldn't usually have an opportunity to meet.

As a volunteer since 2000 with Familylinks and its predecessor, The Whale's Tale, Kelli has spent countless hours working to improve the lives of homeless teenagers and recovering adults. Several years ago she was awarded Familylinks' first volunteer of the year award, which was named after her. The Priddy Award is now given on a yearly basis and recognizes outstanding volunteer service to Familylinks.

For more information about Familylinks, visit familylinks.org or call (412) 343-7166.



FOCUS ON WESTMORELAND: FOSTERING FUTURE LEADERS IN PHILANTHROPY

THE GREENSBURG FOUNDATION Youth Advisory Council (YAC), formed in 1998 at The Community Foundation of Westmoreland County (CFWC), actively engages youth in philanthropic initiatives from area schools as well as community-building projects.

Members of the council are students in grades 8 through 12 from Greensburg Salem High School, Hempfield Area High School and Greensburg Central Catholic High School along with adult mentors from the community. The council is supported by a permanent endowment created by The Greensburg Foundation Fund and the students select projects to receive grants.

The council strives to develop youth as community leaders and volunteers and advocates for community development. "The program also creates positive messages about youth in our community," said Kirk Utzinger, Executive Director of CFWC.

In the spring, YAC reached out to student and school groups seeking proposals for projects to fund. In fact, to date YAC has provided more than \$13,000 to groups in the Greater Greensburg area to support youth mentoring, summer reading and basic needs programs. "This clearly is youth leading youth," said Kirk.

In 2011, YAC awarded grants to Greensburg Salem High School to create a mentoring program for freshman students pairing them up with seniors and to Derry Area High Schools for the Kids in Need in Derry program. The program provides basic school necessities to children within in the district.

In October, three representatives attended the Youth Leading Change workshop, joining 350 other students from

the region at The Three Rivers Community Foundation in downtown Pittsburgh. The workshop was designed to engage youth to create social change through community based philanthropy.

Hempfield High School Seniors Alaina Anderson, Brittany Camlin and Olivia Acito represented YAC and in their words had one goal in mind, "Create change not charity." Olivia, a member of YAC for the last four years said, "Either get involved or get out of our way, we are ready to make a difference in our community."

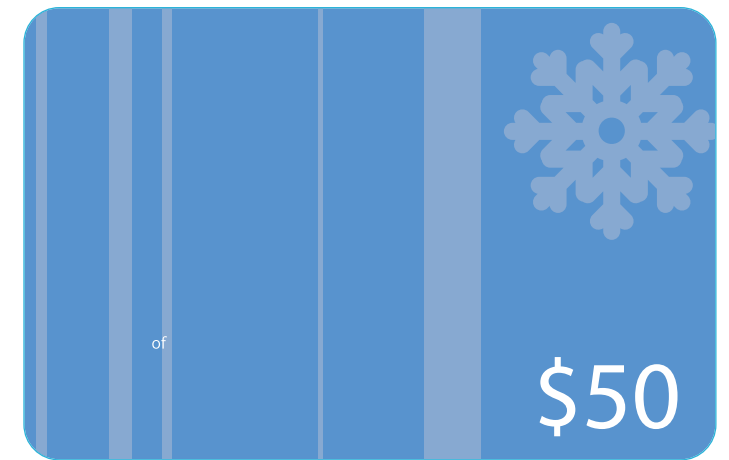
After meeting with representatives from The Greater Pittsburgh Food Bank to better understand the needs of the underserved, the three are developing a plan to provide better access to food for residents of Westmoreland County. "We hope to work with a local food pantry to provide very specific items for young families and seniors," said Alaina. "They are the people who most often have specific needs but do not know how and where to get them met."

The young leaders plan to bring this project back to the full YAC council for execution. "We will host a Spring Food Drive that will provide not only food, but education about how low wages, decreased government funding and joblessness create hunger in families," said Brittany.

"In watching these young leaders grow and develop and witnessing their passion and creativity first-hand, I can honestly say the future of Westmoreland County is in good hands," said Kirk.

For more information about The Greensburg Foundation Youth Advisory Council please visit:

www.cfwestmoreland.org.



CHARITABLE GIFT CARDS MAKE GREAT STOCKING STUFFERS!

The Pittsburgh Foundation's Charitable Gift Card offers an inspiring and convenient way to give while helping to support the invaluable work of nonprofit organizations in our community. The cards are available in increments of \$25, \$50 or \$100 to share with family, friends and business associates and may be purchased using a valid credit card.

The program works like any gift card: recipients of the cards may redeem them with the Foundation, directing the charity or charities to benefit or the cards may be presented to any nonprofit organization in Western Pennsylvania for them to redeem with the Foundation. The card has a one-year expiration, after which the money received for unredeemed cards is used as part of the Foundation's community grant-making initiatives.

As a purchaser of a gift card, you receive a tax deduction and you will receive an automatic acknowledgement for your tax purposes.

To purchase gift cards, visit <http://givingcard.pittsburghgives.org> or contact Stephanie Higgins at higginss@pghfdn.org. She is also available to help with any special requests for customizing cards (to include your company logo) and high volume purchases.

If you are interested in purchasing a Pittsburgh Foundation Charitable Gift Card, note the following holiday deadlines:

TO ENSURE DELIVERY BY CHRISTMAS DAY:

Online and Mail orders must be received no later than noon on December 16 (per US Postal Service Recommendation). **Pick-up orders** must be received by noon on December 21 for pick up at The Pittsburgh Foundation's office through December 22 at noon.

TO ENSURE YEAR-END DELIVERY (PICK-UP ONLY):

Online and Mail orders must be received by noon on December 21, for pick up at The Pittsburgh Foundation's office the week of December 27-30 (before 3 p.m.).

Please call (412) 391-5122 for additional information.



READ TO THE PEOPLE

Greg Curtis, Chairman of the Board of The Pittsburgh Foundation, (left) joined 144 other volunteers during the Carnegie Library of Pittsburgh's "Our Library, Our Future Read to the People." The event was a 24-hour read aloud on the front steps of the Main Branch of the library in Oakland. Read to the People invited library supporters to read aloud from their favorite books on October 14 and 15 to urge the community to get out and vote Yes in the library sustainability voter initiative on the November 8 ballot. As one of the volunteer readers, Mr. Curtis read from *The Little Prince* by Antoine De Saint-Exupéry as well as sharing his personal connections with the book. By a margin of more than two to one, Pittsburgh voters approved a binding referendum to add 0.25 mills to the tax on all real estate in the city, and steer the proceeds to the Carnegie Library of Pittsburgh. The levy could bring around \$3 million a year to the library system for operations and maintenance.



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PLEASE SHARE YOUR THOUGHTS AND IDEAS

about issues in which the Foundation is involved and those affecting our community. To submit a letter for publication in *Community Forum*, send it to the Foundation to the attention of Stephanie Higgins, Communications Associate, The Pittsburgh Foundation, Five PPG Place, Pittsburgh PA 15222 or email: higgins@pghfdn.org

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NEW FUNDS

September 1, 2011 – October 31, 2011

Ballay Family Foundation Fund
Richard W. Barker Fund
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Danielle Lauren Campbell Foundation Fund
Church Fund
Jean S. Cowan Memorial Fund
Golden Tornado Scholastic Foundation/
William A. Lehnerd Memorial Scholarship Fund
Howard and Carol Lang Family Foundation Fund
Henry C. and Belle D. McEldowney Fund II
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Butler County Memorial Fund
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Whitewood Fund

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Please do not hesitate to contact The Pittsburgh Foundation if you are interested in establishing a new fund. The Pittsburgh Foundation's Office will be open through year-end with the following exceptions: **Closed on December 23 and 26 and at 3:00 p.m. on December 30.**

For current donors, please remember to contact your Donor Services staff person prior to making that gift. Please refer to the following dates for year-end giving to your fund:

Mutual Funds—Contact the Foundation no later than December 1, 2011.

Checks—Contributions must be dated and postmarked no later than December 31, 2011

Stock—Gifts must be received in the Foundation's account by December 30, 2011 (*Contact the Foundation no later than December 22 with stock transfer instructions*).

IS YOUR PROFESSIONAL OR SOCIAL ORGANIZATION LOOKING FOR PRESENTERS?

Members of the Development and Donor Services staff of The Pittsburgh Foundation are available to present on a variety of topics related to charitable giving and the work of the Foundation in our community. Presentations can be tailored to your organization's specific needs. Please call Lindsay Aroesty at (412) 394-2606 for more information.